

Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 AGR-10 /048 W

----- 030947

R 160621Z APR 75

FM AMEMBASSY BUDAPEST

TO DEPT OF COMMERCE WASHDC

INFO SECSTATE WASHDC 2993

AMEMBASSY BUCHAREST

AMEMBASSY SOFIA

AMEMBASSY VIENNA

UNCLAS BUDAPEST 1044

USDOC FOR OIM/SAD CROSLEY; BEWT/TPD THOMPSON; BEWT/TDAD

VERSARIU; VIENNA FOR EWTC

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: AGRICULTURAL CHEMICAL TECHNICAL SALES SEMINAR -

WRAP-UP REPORT

REF A: BUDAPEST A-11

B: BUDAPEST 0512

1. SUMMARY: SUBJECT SEMINAR HELD IN BUDAPEST MARCH 25-28. BEFORE EXCELLENT CROSS SECTION HUNGARIAN OFFICIALS. MTESZ HANDLING OF ARRANGEMENTS PROFESSIONALLY DONE. POST RECOMMENDS INCREASED USE OF SEMINAR APPROACH FOR FUTURE COMMERCE PROGRAMS. END SUMMARY

2. SEMINAR MEMBERS ARRIVED IN BUDAPEST AS SCHEDULED ON MARCH 25. A VERY CANDID BRIEFING AND DISCUSSION TOOK PLACE THAT AFTERNOON WITH ENDRE GALL, ASSISTANT DIRECTOR GENERAL OF CHEMOLIMPEX, ON HUNGARIAN AG CHEMICAL TRADE PROSPECTS AND NEEDS. ON MARCH 26 INFORMATIVE GENERAL MEETINGS WERE HELD WITH OFFICIALS AT THE PLANT PROTECTION CENTER AND AT AGROTROSZT. ADDITIONAL PRIVATE APPOINTMENTS WERE ARRANGED TO MEET SPECIFIC REQUESTS. A RECEPTION HOSTED BY THE CHARGE IN HONOR OF THE MISSION WAS ATTENDED

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BY SOME SIXTY GUESTS INCLUDING KEY OFFICIALS FROM AGROTROSZT,

CHEMOLIMPEX, THE MINISTRY OF FOREIGN TRADE, AND MTESZ.
INTERVIEWS DURING RECEPTION OF MISSION MEMBERS FORMED BASES
OF LARGE POSITIVE VILAGGAZDASAG ARTICLE WHICH APPEARED
MARCH 28 (TRANSLATION POUCHED USDOC).

3. SEMINAR WAS OFFICIALLY OPENED MARCH 27 BY CHARGE AND
HUNGARIAN OFFICIALS. PRESENTATIONS OF PAPERS CONTINUED
THROUGH NOON MARCH 28. THE AUDIENCE RANGED IN SIZE FROM
120 TO 180 PERSONS. FROM STANDPOINT OF TRADE MISSION MEMBERS
BUDAPEST SEMINAR WAS BEST RUN OF TRIP.

4. ONE SALES CONTACT FOR \$2 MILLION WAS SIGNED DURING
COURSE OF SEMINAR BY UNION CARBIDE AS A RESULT OF MUCH
PREVIOUS GROUNDWORK.

5. BUDGET UPDATE (FORINTS 20.42 EQUALS \$1.00)

COMMEFCE BUDGET

CHAIRMAN & COORDINATOR ACCOMMODATIONS	\$500
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TRANSPORTATION AIRPORT/HOTEL	\$ 42
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PRINTING & DISTRIBUTION MTESZ	697
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CONFERENCE HALL	1355
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INTERPRETERS/SECRETARIES	241
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ALLOCATED \$2200

700 (TURNED OVER TO EMBASSY MARCH 28)

\$2900

HOSPITALITY BUDGET

EMBASSY RECEPTION	\$225
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LUNCHEONS & COFFEE BREAKS MAR 27 & 28	1770
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TRANSPORTATION TO EMBASSY RECEPTION	15
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REFRESHMENTS FOR SUITE	46
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PHOTOGRAPHER	25
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\$2081

6. EMBASSY COMMENT: POST CONCURS WITH SOFIA 559 AND ADDS
FOLLOWING REMARKS: SEMINAR APPROACH OFFERS BEST LOCAL
MEANS OF REACHING HUNGARIAN ENDUSERS AND MTESZ PROVIDES
MOST PROFESSIONAL LOCAL SERVICES. LIST OF HUNGARIAN
ATTENDEES PROVIDED TO COMMERCIAL ATTACHE BY MTESZ APRIL 14
(COPY POUCHED) CLEARLY INDICATES PRESENCE OF EXCELLENT
CROSS SECTION OF EXPERTS FROM ALL OVER HUNGARY. UNFOR-
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TUNATELY, QUALITY OF LECTURERS OCCASIONALLY DID NOT EQUAL
QUALITY OF AUDIENCE. EMBASSY OBSERVERS FOUND CHEMICO
PRESENTATION AND CHAIRMANS SLIDE SHOW NEEDLESSLY PAINFUL.
COMMENTS FROM HUNGARIAN ATTENDEES INDICATE THAT MORE
INFORMATION ON SPECIFIC PRODUCTS, ONGOING RESEARCH AND
FUTURE PLANS WOULD HAVE BEEN WELCOME. BUT IN SPITE OF
FLAWS AND EASTER HOLIDAY WARNED OF BY POST (BUDAPEST 3448)
WE BELIEVE SEMINAR HELPED EXPAND CONTACTS OF OTM PARTICI-

PANTS, PROVIDED GOOD INTRODUCTION FOR NTM MEMBERS AND,
IN GENERAL, SHOWED OFFICIAL USG INTEREST IN A HUNGARIAN
GROWTH SECTOR WHERE MANY UNIQUE AMERICAN PRODUCTS ENJOY
PROSPECTS FOR INCREASED SALES EVEN WITHOUT MFN.

MUDD

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NNN

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